

# **EXHIBIT 5**

## **REDACTED**

# AdX Dynamic Price Optimization V2 Launch Doc

2015-09-16, [REDACTED]

[REDACTED] and [REDACTED]

Design doc: [REDACTED]

Tracking bug: [REDACTED]

## Project Summary

AdX Dynamic Reserve Price aims to increase AdX and AdSense publisher revenue earned by setting optimized reserve prices in the AdX auction from AdX buyers.<sup>1</sup> In April 2015 we launched ([REDACTED]) Dynamic Pricing V1, that set reserve prices [REDACTED]. In this launch, we'd like to roll out the following set of infrastructure and modeling improvements.

[REDACTED]

## Description of Changes

This launch is comprised of 4 components.

[REDACTED]

<sup>1</sup> GDN/GMob bids are exempt ([REDACTED]) as is any buyer network who submits two bids, but [REDACTED] is not.

### **Tuning the Inventory model and Buyer Impact Experiment**

In original launch ([REDACTED]) we deliberately chose [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

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<sup>2</sup> To avoid dealing with differential revshares, we separate models for AdX and AdSense publishers.